

The Fifth Estate

C 1750-1

12/11/86

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 8



TRIBUNE ENTERTAINMENT

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Company

Geraldo
LIVE!

A new, daily, one-hour talk show
that doesn't underestimate
daytime viewers.
Hosted by Geraldo Rivera.

Available fall, 1987.
Contact Dan Greenblatt
Tribune Entertainment Co.
(212) 557-7800.



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56th Year 1986

State of the Art: Journalism

Broadcasting Dec 8

Western Cable Show coverage State of the Art: Journalism ABC deals its compensation hand

WESTERN SHOW □ Programing is watchword at Western Cable Show, as panelists discuss future of PPV, rate restructuring and pay problems. **PAGE 47.** FCC's McKinney outlines must-carry order. **PAGE 49.**

EXECUTIVES REMOVED □ Intelsat ousts Colino and Alegrett over misappropriation of funds. **PAGE 52.**

HAND DEALT □ ABC details compensation cuts in meeting with affiliates. **PAGE 53.**

JOURNALISM 1986 □ Technology has become a prime force for change in television journalism, redefining the relationship between network and affiliate and giving rise to a variety of independent news services and ad hoc station ventures. **PAGE 60.** **BROADCASTING** sat down with NBC News President Larry Grossman and CBS News President Howard Stringer to discuss the state of their art. **PAGE 68.** Radio networks are changing, with satellite technology enabling stations to target their audience. **PAGE 90.** A sampling of news directors reveals a range of approaches to what's new in newsgathering. **PAGE 92.** Political news and 24-hour service have become mainstays in the cable industry. **PAGE 95.**

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Lorimar-Telepictures. **PAGE 99.**

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SECA CONFERENCE □ CPB, PBS, NPR officials forecast next five years for organizations. **PAGE 111.**

SWITCH HITCH □ Independent broadcasters succeed in getting Seattle city council to postpone vote on cable franchise transfer because of proposed channel realignment. **PAGE 113.**

HELPING HANDS □ Jim Henson has rewarded television, his first love, with the puppet baby boomers, the Muppets, enriching the medium as well as the childhoods, original and extended, of several generations. **PAGE 135.**

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show for itself. That will effectively take the burden off Group W to clear the show in enough of the country to make sales of the barter spot effective.

Clearances for *P.M.*, the longest running show in the history of prime time access (10 years), have fallen. It lost the Fox stations in New York, Los Angeles, Chicago and Washington this fall and is now cleared on roughly 50 stations. The Group W stations will continue to carry the program, and the *P.M.*

office in San Francisco will continue to act as headquarters for the show's "cooperative," which gathers stories from stations carrying the show, principally the Group W stations. On Group W stations, the show is entitled *Evening Magazine*.

Dr. Bill Baker, president of Group W Television, said that clearances of the show will now be handled by executives at Group W Television, including himself. The show will be sold to stations desiring to give it what

Group W thinks is proper handling. Baker said, *P.M.* consists of a number of life-style and infotainment segments.

"The bottom line is that we are fully committed to this show," said Baker, who stressed that the show has been successful in generating ratings and revenue for stations, the Group W stations included, "if it is done right." The show is no longer economically viable to syndicate nationally, however, he said. □

NBC narrowly wins week 10

NBC won its 10th consecutive prime time ratings for the week ended Nov. 30, but just by a nose, scoring a 15.9/26 against CBS's 15.6/26. ABC followed with a 13.1/22. Season-to-date standings for this season are: NBC 18.5/29, CBS 16.0/25 and ABC 14.3/23.

Last year for week 10 the network averages stood at NBC 18.3/28, CBS 16.3/25 and ABC 14.4/22. The comparable 1985 season-to-date numbers were NBC 17.9/28, CBS 17.0/26 and ABC 16.1/25.

The battle for evening news supremacy also went to NBC, with the *Nightly News* posting a 12.9/23 over CBS's 11.2/21 and ABC's 10.4/19. Last year's news numbers were CBS 13.7/23, NBC 11.8/21 and ABC 10.7/19.

NBC also won the November sweeps period (Oct. 30-Nov. 26), its seventh sweeps victory in a row, according to the Nielsen Television Index data. The ratings were: NBC 17.5/28, CBS 15.9/25 and ABC 14.2/22.

Week 10's HUT (homes using television) stood at 60.7%, down considerably from week nine's 64%, and from last year's HUT of 64.4%. In terms of viewer homes, week 10 this year had 53.1 million homes, down from week nine's 55.9 million and down from last year's 55.3 million.

While NBC took the week, ABC took the first three nights of week 10 (Monday through Wednesday), something the network hasn't done since week two. NBC took Thursday and Saturday, while CBS took Friday and Sunday.

ABC's first win of the week came with a 19.0/28.7, with *Monday Night Football* (New York Jets vs. Miami Dolphins) scoring a 19.3/32 from 9 to 11 p.m. CBS's 9 to 11 p.m. lineup scored a 17.0/26.3, computed from the averages of *Newhart*, from 9 to 9:30 p.m. (20.1/29), *Designing Women*, from 9:30 to 10 p.m. (17.5/26) and *Cagney & Lacey*, from 10 to 11 p.m. (15.2/25). NBC's *The Ted Kennedy Jr. Story*, which ran from 9 to 11 p.m., pulled in a 16.8/26. CBS was second for the night (17.7/27.1) and NBC third (15.8/23.9).

The regular Tuesday lineup on ABC pulled a 17.6/27.9 for the network, while CBS's *Charlie Brown* Thanksgiving special and Tuesday movie, *That Secret Sunday*, only gave the network a 14.4/22.7. (CBS

also aired a news special from 8 to 9 p.m., scoring a 10.9/16.) NBC's lineup of *Matlock*, *You Are the Jury* and a news special gave the network the low score of 13.1/20.9.

Wednesday's win was a close one, with ABC pulling a 14.9/25.0 over CBS's 14.7/24.6. NBC placed third with a 13.9/23.0. All three networks aired regular programming.

Thursday's regular lineup for NBC gave the network a 20.1/36.5 for the night. CBS's Thursday movie, from 8 to 10 p.m., *Smokey and the Bandit, Part Three*, pulled a 10.7/19, while all four half-hours on NBC during the same period scored in the 20's for rating points and the high 30's or 40's for shares. The low point for the evening for ABC was a Disney special, *Fluppy Dogs*, which, opposite *Cosby* and *Family Ties*, scored a 5.3/10, making the special the last-ranked program.

Friday night was filled with specials, with ABC airing *Kingdom Chums* from 8 to 9 p.m., a *Starman* special at 9 p.m. and *Tears of Joy, Tears of Sorrow* from 10 to 11 p.m. CBS aired a country-music special, *Alabama... Alabama Is My Home*, from 8 to 9 p.m., while NBC broadcast *David Letterman's Second Annual Holiday Film Festival* from 10 to 11 p.m. *Alabama* pulled in a 14.8/26, *Letterman* a 14.1/25. ABC pulled a low 8.5/14.7 for the night, while NBC scored a 14.4/24.7. CBS won with a 17.8/31.1.

Saturday went to NBC, which aired a Jack Paar special from 10 to 11 p.m., *Jack Paar Comes Home*. The special racked up a 14.4/27, against *Spenser: For Hire*'s 10.1/19, on ABC, and CBS's overall 12.3/22 for its movie, *One Police Plaza*. NBC took Saturday with an 18.1/31.7 versus CBS's 11.7/20.6 and ABC's 8.6/15.2.

Sunday's battle of the movies pitted Clint Eastwood in *Escape From Alcatraz* on ABC against the actor-mayor's roasting on CBS's *Allstar Party for Clint Eastwood* and the subsequent movie, *Barnum*, which starred Burt Lancaster and Hanna Schygulla. NBC aired the movie, *The High Price of Passion*. Eastwood the personality beat Eastwood the convict, giving CBS the evening with a 19.8/30.5. NBC's movie pulled in an 18.9/30, which was lower than the numbers for the CBS roast (21.0/31) but higher than CBS's *Barnum* (14.9/25). NBC finished second for the night with a 15.7/24.3, ahead of ABC's 13.7/21.1.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.7/48	25.	CBS Tuesday Movies	CBS	16.1/36	49.	ABC Sunday Night Movie	ABC	13.1/21
2.	Golden Girls	NBC	25.0/41	26.	Magnum P.I.	CBS	16.1/36	50.	You Are the Jury	NBC	13.1/20
3.	60 Minutes	CBS	24.7/56	27.	Equalizer	CBS	15.9/38	51.	20/20	ABC	12.8/24
4.	Family Ties	NBC	24.0/43	28.	Dynasty	ABC	15.8/36	52.	Gimme A Break	NBC	12.8/21
5.	Who's the Boss	ABC	21.9/33	29.	Miami Vice	NBC	15.7/36	53.	Jack & Mike	ABC	12.6/22
6.	Cheers	NBC	21.7/35	30.	Highway to Heaven	NBC	15.4/35	54.	CBS Saturday Movie	CBS	12.3/22
7.	Dallas	CBS	21.1/35	31.	Cagney & Lacey	CBS	15.2/35	55.	Mike Hammer	CBS	12.1/20
8.	All Star Party	CBS	21.0/31	32.	Easy Street	NBC	14.9/23	56.	You Again	NBC	12.0/19
9.	Growing Pains	ABC	20.6/31	33.	Alabama Special	CBS	14.8/28	57.	Charlie Brown Special	CBS	11.3/17
10.	Night Court	NBC	20.1/36	34.	Hotel	ABC	14.8/26	58.	Our House	NBC	10.9/17
11.	Newhart	CBS	20.1/29	35.	Hill Street Blues	NBC	14.6/27	59.	CBS News Special Report	CBS	10.9/16
12.	Kate & Allie	CBS	20.0/30	36.	Disney Sunday Movie	ABC	14.6/22	60.	CBS Special Movie	CBS	10.7/19
13.	NFL Monday Night Football	ABC	19.3/32	37.	Jack Paar Special	NBC	14.4/27	61.	Downtown	CBS	10.6/18
14.	Amen	NBC	19.0/30	38.	MacGyver	ABC	14.4/22	62.	Spenser: For Hire	ABC	10.1/19
15.	NBC Sunday Night Movie	NBC	18.9/30	39.	Head of the Class	ABC	14.2/23	63.	Dynasty II: Collys	ABC	9.9/17
16.	Moonlighting	ABC	18.8/29	40.	CBS Sunday Movie	CBS	14.1/25	64.	Sledge Hammer	ABC	9.9/17
17.	NFL Football	CBS	18.7/31	41.	David Letterman Special	NBC	14.1/25	65.	Sidekicks	ABC	9.7/17
18.	227	NBC	18.6/31	42.	St. Elsewhere	NBC	14.0/24	66.	NBC News Special	NBC	9.2/16
19.	My Sister Sam	CBS	18.2/27	43.	Perfect Strangers	ABC	14.0/23	67.	Kingdom Chums	ABC	8.6/15
20.	Falcon Crest	CBS	17.6/32	44.	Amazing Stories	NBC	14.0/20	68.	Starman	ABC	8.5/14
21.	Designing Women	NBC	17.5/29	45.	Knots Landing	CBS	13.9/26	69.	Tears-Joy, Tears-Sorrow	ABC	8.3/15
22.	Matlock	CBS	17.1/29	46.	ALF	NBC	13.8/20	70.	Heart of the City	ABC	8.0/10
23.	Facts of Life	NBC	17.0/30	47.	A Team	NBC	13.3/23	71.	Disney Special	ABC	5.3/10
24.	NBC Monday Night Movies	NBC	16.8/29	48.	Valerie	NBC	13.2/19				

*Indicates premiere episode

change TL and make changes in ant. sys. Filed Dec. 1.

■ WJBI (1290 khz) Batesville, Miss.—Seeks to change ERP to 728 w and make changes ft. and make changes in ant. sys. Filed Dec. 1.

■ KTCO (1120 khz) Manor, Tex.—Seeks MP to change TL and make changes in ant. sys. Filed Dec. 1.

■ KBAL (1410 khz) San Saba, Tex.—Seeks CP to change ERP to 800 w. Filed Dec. 1.

■ WIBS (1090 khz) Charlotte Amalie, V.I.—Seeks MP to change TL and make changes in ant. sys. Filed Dec. 1.

■ WSWV (1570 khz) Pennington Gap, Va.—Seeks CP to change power to 2.3 kw. Filed Nov. 28.

FM's

■ WEIZ-FM (100.1 mhz) Phenix City, Ala.—Seeks mod. of license to move studio outside of community of license. Filed Nov. 28.

■ WKRL (97.9 mhz) Clearwater, Fla.—Seeks mod. of CP to change HAAT to 598.6 ft. make changes in ant. sys. Filed Dec. 1.

■ WUSA-FM Tampa, Fla.—Seeks CP to change HAAT to 598.6 ft. make changes in ant. sys. Filed Dec. 1.

■ KLVY (103.5 mhz) Dubuque, Iowa—Seeks mod. of license to move studio outside of community of license. Filed Nov. 26.

■ *KUNY (91.5 mhz) Mason City, Iowa—Seeks mod. of CP to change TL and change HAAT to 370.9 ft. Filed Nov. 26.

■ WCOZ (96.7 mhz) Paris, Ky.—Seeks mod. of CP to change ERP to 1.45 kw and change HAAT to 469 ft. Filed Nov. 26.

■ WLYT (92.5 mhz) Haverhill, Mass.—Seeks mod. of CP to change ERP to 25.12 kw. Filed Nov. 26.

■ WKJA (101.1 mhz) Belhaven-Bath, N.C.—Seeks CP to change freq. to 101.1; change TL and change ERP to 28 kw. Filed Dec. 1.

■ WHTG-FM (106.3 mhz) Eatontown, N.J.—Seeks CP to change HAAT to 711.8 ft. Filed Dec. 1.

■ WJJB (97.7 mhz) Hyde Park, N.Y.—Seeks CP to change TL; change HAAT to 1,029.9 ft. and change ERP to 28 kw. Filed Dec. 1.

■ WCKX (106.3 mhz) London, Ohio—Seeks CP to change HAAT to 328 ft. Filed Dec. 1.

■ WGGN (97.7 mhz) Castalia, Ohio—Seeks mod. of CP to change ERP to 640 w and change HAAT to 724.9 ft. Filed Nov. 26.

■ WKKC (99.9 mhz) Erie, Pa.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 492 ft.; and make changes in ant. sys. Filed Nov. 28.

■ WIGL (106.7 mhz) Orangeburg, S.C.—Seeks CP to change ERP to 100 kw. Filed Nov. 26.

■ WRVR-FM (104.5 mhz) Memphis, Tenn.—Seeks CP to change HAAT to 984 ft. Filed Dec. 1.

■ WXRC (95.7 mhz) Hickory, N.C.—Seeks CP to change TL; change HAAT to 1,098.8 ft.; and make changes in ant. sys. Filed Nov. 26.

■ *KRSM-FM (88.5 mhz) Dallas—Seeks CP to change freq. to 93.3 mhz. Filed Nov. 26.

TV's

■ KBTB (ch. 69) Des Moines, Iowa—Seeks MP to change ERP vis. to 220 kw; aur. 22 kw; change HAAT to 191.2 ft.; change to channel 63 and make changes in ant. sys. Filed Nov. 28.

■ KVRR (ch. 15) Fargo, N.D.—Seeks MP to change ERP vis. to 27.99 kw and aur. 2.8 kw. Filed Dec. 1.

■ WSMF (ch. 21) Cheyenne, Wyo.—Seeks MP to change ERP vis. to 5,000 kw; aur. 500 kw; change HAAT to 1,989 ft.; and make changes in ant. sys. Filed Dec. 1.

Actions

AM's

■ WMFC (1360 khz) Farmington, Ark.—Granted app. to change day power to .8 kw; change TL and make changes in ant. sys. Action Nov. 21.

■ KHOG (1030 khz) Farmington, Ark.—Granted app. to change SL. Action Nov. 21.

■ WFTP (1330 khz) Fort Pierce, Fla.—Granted app. to change ERP to 5 kw-D; 1 kw-N. Action Nov. 20.

■ WVLE (1140 khz) Pekin, Ill.—Granted app. to change power to 3.2 kw. Action Nov. 21.

■ WZYQ (1370 khz) Frederick, Md.—Granted app. to make changes in ant. sys. Action Nov. 17.

■ KEYR (690 khz) Terrytown, Neb.—Granted app. to

change SL. Action Nov. 20.

■ KLWJ (1090 khz) Umatilla, Ore.—Granted app. to change freq. to 1100 khz; add night service with 1 kw; increase day power to 10 kw; change TL and make changes in ant. sys. Filed Nov. 20.

■ WVOZ (970 khz) San Juan, P.R.—Granted app. to change day and night power to 10 kw and make changes in ant. sys. Action Nov. 21.

■ KOOL-FM (106.5 mhz) Jacksonville, Tex.—Granted app. to change TL and change HAAT to 1,165.7 ft. Action Nov. 21.

■ KCOR (1350 khz) San Antonio, Tex.—Granted app. to operate transmitter by remote control. Action Nov. 12.

■ KLO (1430 khz) Ogden, Utah—Granted app. to change TL. Action Nov. 21.

FM's

■ WZYP (104.3 mhz) Athens, Ala.—Granted app. to change HAAT to 1,050 ft. Action Nov. 21.

■ KCLQ (107.5 mhz) Hanford, Calif.—Returned app. to change ERP to 20.3 kw and change HAAT to 738.9 ft. Action Aug. 18.

■ WHQT (105.1 mhz) Coral Gables, Fla.—Granted app. to change ERP to 100 kw; change HAAT to 1,007 ft.; change TL and make changes in ant. sys. Action Nov. 21.

■ WEAT-FM (104.3 mhz) West Palm Beach, Fla.—Granted app. to change HAAT to 1,250 ft. and change TL. Action Nov. 21.

■ WEAT-FM (104.3 mhz) West Palm Beach, Fla.—Dismissed app. to change HAAT to 1,250 ft. and change TL. Action Nov. 21.

■ *WESM (91.3 mhz) Princess Anne, Md.—Granted app. to change TL and change ERP to 45 kw. Action Nov. 21.

■ KWWR (95.7 mhz) Mexico, Mo.—Dismissed app. to make changes in ant. sys. Action Nov. 21.

■ WJYY (105.7 mhz) Concord, N.H.—Dismissed app. to change ERP to 1.21 kw and change HAAT to 496.3 ft. Action Nov. 21.

■ WEMI (100.1 mhz) Neenah-Menasha, Wis.—Denied app. to change SL. Action Nov. 21.

TV's

■ WAYK (ch. 56) Melbourne, Fla.—Granted app. to change ERP vis. to 3,039 kw, aur. 304 kw. Action Nov. 19.

■ WWTO-TV (ch. 35) La Salle, Ill.—Granted app. to change HAAT to 1,371 ft., and make changes in ant. sys. Filed Nov. 18.

Summary of broadcasting as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WWUP-TV (ch. 10) Sault Ste. Marie, Mich.—Granted app. to change ERP vis. to 316 kw, aur. 31.6 kw. Action Nov. 21.

■ *WCFF-TV (ch. 57) Plattsburgh, N.Y.—Granted app. to change ERP vis. to 800 kw and make changes in ant. sys. Action Nov. 17.

■ KRIS-TV (ch. 6) Corpus Christi, Tex.—Granted app. to change HAAT to 953 ft., and change TL. Action Nov. 19.

Call Letters

Applications

Call	Sought by
Existing AM	
WCCD	WSUM American Sunrise Communications of Cleveland, Parma, Ohio
Existing FM	
KTSR	KTAW Hicks Broadcasting Corp., College Station, Tex.
Grants	
New AM's	
KCCB	Four Brothers Broadcasting, Stratmoor, Colo.
WLLJ	Larry Langford Jr., Cassopolis, Mich.
WGLP	Western Pennsylvania Broadcasters, Bethel Park, Pa.
New FM's	
KCWR	New Thinking Inc., Luling, Tex.
KRKN	Naches Valley Broadcasting Partnership, Naches, Wash.
Existing AM's	
KPEN	KGTL Peninsula Communications Inc., Homer, Alaska
WMHI	WHOF WHOF Inc., Coleman, Fla.
WTRU	WKSJ U.S. Two Broadcasting Corp., Jupiter, Fla.
WCHT	WBDN MW Northcom Inc., Escanaba, Mich.
KMYZ	KGCR Shamrock Communications Inc., Pryor, Okla.
KKEE	KLBP Kay Broadcasting Inc., Astoria, Ore.
WWBR	WKJS Action Communications Enterprises Inc., Harriman, Tenn.
Existing FM's	
KPEN-FM	KPEN Peninsula Communications Inc., Soldotna, Alaska
WGSY	WEIZ-FM The Woodfin Group, Phenix City, Ala.
WKSJ	WKSJ-FM U.S. Three Broadcasting Corp., Jupiter, Fla.
WCKO	WQMV Ronken Inc., Vicksburg, Miss.
WZXL	WNBR Westerly Broadcasting Co., Wildwood, N.J.
WAXZ	WURD Richard L. Plessinger Sr., Hamilton, Ohio
WEZG	WHBT Action Communications Enterprises Inc., Harriman, Tenn.
WSKX	WTID Downs Radio of Virginia, Suffolk, Va.
WKFJ	WKAU Wincom Wisconsin Ltd. Partnership, Kaukauna, Wis.
Existing TV	
KETH	KHBU-TV Educational Television of Houston, Houston, Tex.